

# Commerce Committee JOINT FAVORABLE REPORT

**Bill No.:** HB-5482

AN ACT IMPLEMENTING THE RECOMMENDATIONS OF THE WORKING GROUP ON A PUBLIC-PRIVATE PARTNERSHIP TO RECRUIT BUSINESSES

**Title:** TO CONNECTICUT.

**Vote Date:** 3/16/2021

**Vote Action:** Joint Favorable Substitute

**PH Date:** 3/9/2021

**File No.:** 197

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## SPONSORS OF BILL:

Commerce Committee

## REASONS FOR BILL:

HB-5482 directs The Commissioner of Economic and Community Development to develop and implement a marketing strategy, based on the Public-Private Partnership Working Group recommendations, to attract businesses to Connecticut. As Connecticut continues to recover from the COVID-19 pandemic, the state's marketing strategy must be efficient and effective. A successful marketing campaign that results in attracting businesses and tourism will help boost our state's economy.

## RESPONSE FROM ADMINISTRATION/AGENCY:

1. **David Lehman, Commissioner and Governor's Senior Economic Advisor, Department of Economic and Community Development:** Submitted written and public hearing testimony about this bill. Commissioner Lehman highlighted ongoing initiatives by DECD and AdvanceCT to attract businesses and visitors to the state. In particular, he pointed to the continuing work in paid media, public relations related to economic development, web marketing/assets, and tourism, focusing on user-generated content efforts. He also noted that creating a new state logo and brand will require additional dollars in order to research new alternatives.

## NATURE AND SOURCES OF SUPPORT:

1. **Peter L. Denious, President & CEO, AdvanceCT:** Provided written testimony regarding the bill but did not express an opinion about support. Mr. Denious affirmed

AdvanceCT's mission to make Connecticut a competitive state for business location, job creation, and economic growth. He noted the effective partnership with DECD and how both organizations are working collaboratively to develop and implement a marketing strategy to showcase Connecticut and attract both businesses and people to the state.

**NATURE AND SOURCES OF OPPOSITION:**

None Expressed

**Reported by: Peter B. Andrews**

**Date: 3-17-21**